

Volume 1, Issue 4

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July 2014

Together we CAN!

Dear Alumni,

Greetings!

It's turnover season at the U.S. Consulate in Chennai, and many of us – including me – will soon be departing Post.

It has been a wonderful two years here in South India for me and my family, and I enjoyed meeting each and every one of you. I am extremely proud of our accomplished Indian alumni, who tirelessly contribute to the strengthening of ties between the United States and India.

I hope that many of our paths will cross again. Until then, I will keep up with Chennai's alumni activities through "C.A.N."!

I wish you continued success in all your endeavors, and a lasting relationship with U.S. Consulate General, Chennai.

David Gainer

Public Affairs Officer

### **Bengaluru alumnus sparkles in International YES Alumni Reunion:**

Despite a grueling college curriculum, heightened airport security, and visa challenges, 17-year old YES alumnus Vignesh landed in Islamabad on June 26 to attend the 3-day International YES Alumni Reunion.

A second Year BBA Student of Christ College, Bengaluru, Vignesh was part of a 400 strong alumni gathering of young minds from Bangladesh, Afghanistan, Pakistan and India, which was organized by the United States Education Foundation in Pakistan (USEFP) and the Pakistan-U.S. Alumni Network (PUAN). Vignesh gave a presentation on "Youth Activism" in which he shared success stories from his exchange program, and the follow-on volunteering activities that he has implemented in his home city of Bengaluru.



Far Left: D.N. Vignesh from India; joined by Ambassador Olson and YES alumni from Afghanistan, Bangladesh and Pakistan

In an email to the Consulate upon his return, Vignesh mentions that he will forever remember this "spectacular" reunion across the border. Watch the video capturing some of the highlights: <http://vimeo.com/100079674>



## THE POLITICS OF DIGITAL MARKETING

U.S. President Barack Obama was awarded the Marketer of the Year award soon after he won the Presidential elections in 2008 for the first time. His nearest competitor for this award was Apple Inc.!!! The award came from the heavyweight Advertising Age publication, who cited his election team's "blend of grass-roots appeal and big media-budget know-how" which "converted the [American electorate](#)." So what did President Obama's marketing strategy have that the famous Apple marketing machine did not? Read on: **IVLP alumnus Dr. K.K. Ramachandran's blog "[Brand Think, Marketing Do](#)."**

Dr K.K. Ramachandran is Director, GRD Institute of Management, Coimbatore and Author of 'From Campus To Corporate.' He attended the IVLP on "Education Today" in October 2008.

## 2 students and a teacher—Welcome to the alumni family!

The Access English Micro scholarship Program is a two-year initiative of the Bureau of Educational and Cultural Affairs, U.S. Department of State, in which students from chosen institution are given training in English communication, making them confident English speakers.

# A multi-cultural learning experience

Staff Reporter

**CHENNAI:** A few months ago, a trip to the United States was the last thing on the minds of Vinith Rajendran and Anuraja Murugan from the Ramakrishna Mission Students' home. "Even when we were shortlisted for the programme and attended the interview, we were sure we wouldn't be selected," said Anuraja, as he showed off the digital watch that he bought in New York. "Spending over 20 days in the U.S. changed my life," he said.

The two of them, along with their teacher Ganesan Arasan, were chosen as part of a cultural exchange programme sponsored by the U.S. Embassy. The trip is part of the En-

glish Microscholarship programme, a two-year initiative of the Bureau of Educational and Cultural Affairs, U.S. Department of State, in which students from chosen institution are given training in English communication, secretary of the home Swami Satyajnanananda told the press on Wednesday.

The Ramakrishna Mission School received Rs. 32 lakh to provide 360 hours of training for their students in English. In addition, they were also given funds to conduct workshops on a number of subjects, including photography and animation.

At the end of the first year, the two students and the teacher were chosen for a trip

Access pro-



*Vinith Rajendran (left), Anuraja Murugan and their teacher Ganesan Arasan visited the U.S.*

— PHOTO: K. PICHUMANI

ed workshops on leadership, teamwork and a number of other life skills. A total of 12 students from Pakistan, 13 from India and five from the U.S. were part of the cultural exchange programme. For the

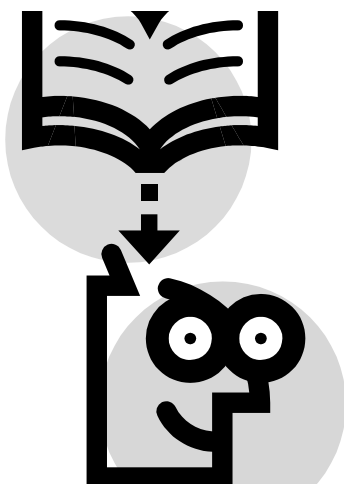
faculty, there was a separate workshop attended by 12 teachers from India, 13 from Pakistan and five from the U.S. The group spent three weeks abroad and visited New York, Washington, Vermont, Chicago and Tulsa.

The Hindu, July 3, 2014

## “Experience America” in the Temple city of Madurai



Team Consulate General Chennai will be visiting Madurai in September for two days of educational and cultural outreach, including several alumni activities. Watch this space for further details!



### Alumni Project: **Kickst'ART Challenge**

We invite interested Chennai alumni to be a part of a year-long youth mentoring program in Chennai.

To know more about KickStart, we invite you to attend the introductory meeting. Please email [Chennaialumni@state.gov](mailto:Chennaialumni@state.gov) with your name, name and year of exchange program attended and we will get back to you with the date and venue.



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# In Focus

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Janaki Murali, IVLP Alumna & Author

## Mica in Someplace Else



*Mica*  
in *Someplace Else*

Story by  
*Janaki Murali*

### About the Book:

Everyone has a talent in Someplace Else and eight year old Mica Mishti, who is magically transported to Someplace Else, must find a talent real soon, to escape being axed.

In an adventure that was waiting to happen, Mica meets King Ginger, who yearns to fly, Gold Button, who heads a troop of button soldiers and one eyed Gren, who becomes her ally and friend.

Mica in Someplace Else was written around nine year old Aagneya's sketches, inspired by the books he was reading. Saluting Aagneya's indomitable spirit in fighting chronic kidney disorder, due to congenital causes, part proceeds from royalties of this e-book will go to-wards his medical treatment.

### About the storyteller:

Janaki Murali rejoices in fiction, revels in fantasy and loves to tell a tale. Her first story got published when she was 16. She writes for both adults and children.

Her other works include short stories in several magazines; Tender Tales, a children's adventure series in Deccan Chronicle; The Colour of Dawn (HarperCollins) and Gulu Naami and The Power of the Triad (Partridge India), the first of a five part series for teens.

Janaki loves the Beatles, does creative writing workshops for children, travels to research her locales and befriends stray cats. She lives in Bangalore.

If interested in organizing her reading sessions in your school or institution, please contact Janaki at [Janakimurali1@gmail.com](mailto:Janakimurali1@gmail.com)





Let your Child  
explore the World

@



eLibraryUSA has a broad range of resources about American history and culture, science, business, and more. It is available at American Spaces around the world.



You can request an eLibraryUSA account at the American Library, Chennai. You must be an individual member of the Library to get an account. Institutions and non-members cannot request eLibraryUSA accounts.

List is subject to change.  
For Updates you may visit  
<http://elibraryusa.state.gov>



Reputable, authoritative, and appropriate content that brings children aged 6-14 the world in a way they've never seen it before. Fun and substantive, National Geographic Kids will take them on amazing adventures in science, nature, culture, archaeology, and space.



Created for young students and their teachers, this interactive database offers learning resources on earth and space science. PowerKnowledge Earth & Space Science informs and inspires learners about key earth and space science topics including earth cycles, ecosystems and biomes, energy and matter, landforms, maps, natural disasters, rocks and minerals, environmental issues, the scientific method, space, water, and weather and climate.



BookFLIX is a fun and interactive website designed to help people who are learning to read or who are learning English. Visitors to the site can have the story read out loud, have words defined, and can learn about the authors of the books. The collection includes eBooks and video storybooks.



Britannica Kids publishes engaging, high-quality digital education products for students in the early and middle grades. They include Britannica Online for Kids ([kids.britannica.com](http://kids.britannica.com)), a research and homework help portal, and a series of multimedia mobile apps on popular school topics ranging from the solar system to ancient Rome.



PowerKnowledge Life Science features an appealing, friendly interface. The 400+ articles are expressly created for an elementary and middle school audience. Dynamic videos enhance and extend learning. Interactive games reinforce skills and content. Hands-on science projects, experiments, and activities help learners see science in context, and in action.



Developed for Grade 3 to 6 learners with their unique learning styles and sensibilities in mind, PowerKnowledge Physical Science features an appealing, friendly interface. All articles are expressly created for an elementary and middle school audience. Dynamic videos enhance and extend learning. Interactive games reinforce skills and content. Hands-on science projects, experiments, and activities help learners see science in context, and in action.



FreedomFlix features dynamic e-books of the Children's Press best-selling Cornerstones of Freedom series that include embedded popup features such as maps, timelines, virtual tour clips, primary source videos and audio clips history comes to life with FreedomFlix!



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Provides teenagers and preteens with straightforward information about such topics as diseases, drugs and alcohol, nutrition, mental health, personal finances & more.



True Flix is the electronic version of the True Books line of nonfiction research books from Scholastic. Targeted to students who are moving from learning to read to reading to learn, and their educators. Students can watch an introductory video on a topic then explore the topic further by reading through the flipbook and working through activities, quizzes and web links.

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Catalog: <http://amlibindia.state.gov>  
Hours: 9:30 a.m. to 5:00 p.m.  
Monday through Saturday

# Coming up.....



Would you like to know more about studying in the U.S.? Here are a few interesting **EducationUSA** events that you can attend:

**Saturday, July 12, 2014, 3 - 4.30 p.m.:**

**Undergraduate study in the U.S.– An overview of the process and pre-requisites for pursuing under-graduation in the United States.**

High school students and their parents would find this session useful.

**Saturday, July 19, 2014, 3 - 4.30 p.m.:**

**Graduate education in the U.S. by Dr. Indranil Biswas, Professor, Department of Microbiology, University of Kansas Medical Center.**

College students and general public interested in applying for Masters programs in U.S. universities can attend this event.

**Friday, July 25, 2014, 3-4:30 p.m.:**

**U.S. University Application process –A timeline view.**

Students planning to study in the U.S. in the academic year 2015-16, will find this session useful.

Prior registration is required to attend all the above sessions. Please write to [usiefchennai@usief.org.in](mailto:usiefchennai@usief.org.in) or connect with us on [www.facebook.com/EducationUSACHennai](https://www.facebook.com/EducationUSACHennai) about the registration process.

## Rewriting EVAA's story:



ONCE UPON A TIME... THERE WAS **EVAA!**

**WE** ASKED AND YOU SAID **YES** TO REVIVING EVAA AT THE ALUMNI REUNION IN APRIL. WE'RE PROCEEDING IN THAT DIRECTION TRYING TO REVALIDATE THE REGISTRATION AND STREAMLINING THE LEGAL FRAMEWORK AND MAKING EVAA ALIVE AGAIN.

KEEP WATCHING THIS SPACE FOR MORE ANNOUNCEMENTS IN THIS REGARD. IF YOU HAVE SUGGESTIONS, QUESTIONS OR COMMENTS, SEND THEM TO [CHENNAIALUMNI@STATE.GOV](mailto:CHENNAIALUMNI@STATE.GOV) AT THE EARLIEST.

**Free  
Offer**

***Dear Alumni:***

***Announcing complementary EducationUSA & American Library memberships to Department of State alumni.***

***Contact [Chennaialumni@state.gov](mailto:Chennaialumni@state.gov) for an introduction letter if you're interested.***

***Erratum: In the June issue of C.A.N. Mr. Sijo Kuruvilla George's name was erroneously mentioned as Sijo Kuruvilla John. We deeply regret the error.***

**Closed Facebook groups:**

Chennai Alumni 

International Visitor Leadership Program (IVLP) India 

KL-YES Returnees from Bangalore, Chennai and Trivandrum 

CCIP India 

Global Leadership Institute Alumni 

**About C.A.N.:**

The Public Affairs Office at the U.S. Consulate in Chennai publishes this monthly newsletter to connect with Indian alumni of U.S. exchange programs in Chennai's consular district. The newsletter features alumni news by highlighting recent events and activities as well as U.S. Consulate Chennai's outreach programs. It is also a platform for alumni to share their success stories and spread the word about interesting opportunities. The newsletter provides alumni with updated information, resources, job and training opportunities and upcoming events and programs deadlines.

Keep in touch and send us your suggestions for alumni events, inquiries, success stories, and proposals. We welcome your comments!

Contact Alumni Coordinator, Brindha Jayakanth at: [jayakanthb@state.gov](mailto:jayakanthb@state.gov).



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